

FAST METHOD FOR RENEWAL AND ASSOCIATED RECOMMENDATIONS FOR MARKET BASKET ITEMS

ABSTRACT OF THE DISCLOSURE

When a customer is in the process of filling a market basket for
5 purchase on an Internet commerce site, a method makes prioritized
recommendation of items so as to maximize the likelihood that the customer
will add to the basket those items that are in the list with higher priorities. The
method separately considers in turn preferences due to a current set of items in
the market basket and also preferences due to a new choice independent of
10 what is in the market basket. In this way, the method recognizes that not all
items in the market basket are selected because of their affinity with some
other item already in the basket. The two preferences are estimated separately
from training data and combined in proper proportions to obtain an overall
preference for item not yet in the market basket.